

Rep Order# 9765961 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 41216

Printed: 07/31/2012 12:39 PM  
Last Received: 07/30/2012 4:23 PM

1 of 6

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product Crossroads GPS  
Estimate# 732  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/732  
Flight Dates 07/24/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.3 7/30

SEE LN 55- MG FROM #9765958 LINE 18.

IX TU-F,M 5-530P \$1000 NEWS. NEW TOTAL \$40600.

PLS CF- CHRISTINA FOR ALEX

\*\*\*\*\*

\*\*\*\*\*

COV 9 3 9,600.  
+ 1,000. from 41222 976598  
MD, 600.

Last Received: 07/30/2012 4:23 PM

Showing Buylines: All Lines

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--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT Ln Day Time Program Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

1	M	6A-630A	GOOD MORNING CINC	:30	\$650.00	07/30-07/30	1	1	1	\$650.00	-----
2	TU	6A-630A	GOOD MORNING CINC	:30	\$650.00	07/31-07/31	1	1	1	\$650.00	-----
3	W	6A-630A	GOOD MORNING CINC	:30	\$650.00	08/01-08/01	1	1	1	\$650.00	-----
4	TH	6A-630A	GOOD MORNING CINC	:30	\$650.00	08/02-08/02	1	1	1	\$650.00	-----
5	F	6A-630A	GOOD MORNING CINC	:30	\$650.00	08/03-08/03	1	1	1	\$650.00	-----
6	M	6A-630A	GOOD MORNING CINC	:30	\$650.00	08/06-08/06	1	1	1	\$650.00	-----
7	M	7A-730A	THE EARLY SHOW	:30	\$350.00	07/30-07/30	1	1	1	\$350.00	-----
8	TU	7A-730A	THE EARLY SHOW	:30	\$350.00	07/31-07/31	1	1	1	\$350.00	-----
9	W	7A-730A	THE EARLY SHOW	:30	\$350.00	08/01-08/01	1	1	1	\$350.00	-----
10	TH	7A-730A	THE EARLY SHOW	:30	\$350.00	08/02-08/02	1	1	1	\$350.00	-----
11	F	7A-730A	THE EARLY SHOW	:30	\$350.00	08/03-08/03	1	1	1	\$350.00	-----
12	M	7A-730A	THE EARLY SHOW	:30	\$350.00	08/06-08/06	1	1	1	\$350.00	-----
13	M	8A-830A	THE EARLY SHOW	:30	\$350.00	07/30-07/30	1	1	1	\$350.00	-----

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3 of 6

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Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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14	TU		8A-830A	THE EARLY SHOW	:30	\$350.00	07/31-07/31	1	1	1	\$350.00	
15	W		8A-830A	THE EARLY SHOW	:30	\$350.00	08/01-08/01	1	1	1	\$350.00	
16	TH		8A-830A	THE EARLY SHOW	:30	\$350.00	08/02-08/02	1	1	1	\$350.00	
17	F		8A-830A	THE EARLY SHOW	:30	\$350.00	08/03-08/03	1	1	1	\$350.00	
18	M		8A-830A	THE EARLY SHOW	:30	\$350.00	08/06-08/06	1	1	1	\$350.00	
19	M		3P-4P	LEFT'S MAKE A DEAL	:30	\$350.00	07/30-07/30	1	1	1	\$350.00	
20	TU		3P-4P	LEFT'S MAKE A DEAL	:30	\$350.00	07/31-07/31	1	1	1	\$350.00	
21	W		3P-4P	LEFT'S MAKE A DEAL	:30	\$350.00	08/01-08/01	1	1	1	\$350.00	
22	TH		3P-4P	LEFT'S MAKE A DEAL	:30	\$350.00	08/02-08/02	1	1	1	\$350.00	
23	F		3P-4P	LEFT'S MAKE A DEAL	:30	\$350.00	08/03-08/03	1	1	1	\$350.00	
24	M		3P-4P	LEFT'S MAKE A DEAL	:30	\$350.00	08/06-08/06	1	1	1	\$350.00	
25	M		5P-530P	12 LOCAL NEWS	:30	\$1,000.00	07/30-07/30	1	1	1	\$1,000.00	
26	TU		5P-530P	12 LOCAL NEWS	:30	\$1,000.00	07/31-07/31	1	1	1	\$1,000.00	
27	W		5P-530P	12 LOCAL NEWS	:30	\$1,000.00	08/01-08/01	1	1	1	\$1,000.00	
28	TH		5P-530P	12 LOCAL NEWS	:30	\$1,000.00	08/02-08/02	1	1	1	\$1,000.00	
29	F		5P-530P	12 LOCAL NEWS	:30	\$1,000.00	08/03-08/03	1	1	1	\$1,000.00	

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ALEXANDRIA, VA 22314  
Salesperson ( ) WASHINGTON  
Sales Office ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	30	M	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	-----
	31	M	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	07/30-07/30	1	1	1	\$1,200.00	
	32	TU	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	07/31-07/31	1	1	1	\$1,200.00	
	33	W	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	08/01-08/01	1	1	1	\$1,200.00	
	34	TH	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	08/02-08/02	1	1	1	\$1,200.00	
	35	F	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	08/03-08/03	1	1	1	\$1,200.00	
	36	M	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	08/06-08/06	1	1	1	\$1,200.00	
	37	M	7P-730P	INSIDE EDITION	:30	\$850.00	07/30-07/30	1	1	1	\$850.00	
	38	TU	7P-730P	INSIDE EDITION	:30	\$850.00	07/31-07/31	1	1	1	\$850.00	
	39	W	7P-730P	INSIDE EDITION	:30	\$850.00	08/01-08/01	1	1	1	\$850.00	
	40	TH	7P-730P	INSIDE EDITION	:30	\$850.00	08/02-08/02	1	1	1	\$850.00	
	41	F	7P-730P	INSIDE EDITION	:30	\$850.00	08/03-08/03	1	1	1	\$850.00	
	42	M	7P-730P	INSIDE EDITION	:30	\$850.00	08/06-08/06	1	1	1	\$850.00	
	43	M	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	07/30-07/30	1	1	1	\$1,400.00	
	44	TU	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	07/31-07/31	1	1	1	\$1,400.00	
	45	W	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	08/01-08/01	1	1	1	\$1,400.00	
	46	TH	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	08/02-08/02	1	1	1	\$1,400.00	

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Flight Dates 07/24/2012 - 08/06/2012  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	47	F	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00	
	48	M	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00	
	49	M	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	07/30-07/30	1	1	1	\$450.00	
	50	TU	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	07/31-07/31	1	1	1	\$450.00	
	51	W	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	08/01-08/01	1	1	1	\$450.00	
	52	TH	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	08/02-08/02	1	1	1	\$450.00	
	53	F	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	08/03-08/03	1	1	1	\$450.00	
	54	M	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	08/06-08/06	1	1	1	\$450.00	
	55	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	07/31-08/06	1	1	1	\$1,000.00	

---REPORT TOTALS---

Report Totals: 55 / \$40,600.00

---SALES MONTHLY TOTALS---

Aug 12: 55 / \$40,600.00

Sales Totals: 55 / \$40,600.00

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Product Crossroads GPS  
Estimate# 732  
Buyer Stephanie Maroney  
Phone#  
Fax#

Station Totals: 55 / \$40,600.00  
Lines not sent/rcld/rtrn: 0 / \$0.00  
---COMPETITIVE---

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
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Salesperson FAX# 202-955-5348

Market Totals		S213,684	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	18%
			WKRC	19%	WLWT	54%	WSTR	0%	WXIX	9%		

Books null  
Demos RA35+

Rep Order# 9765961 Ver# 3 Status Revised Traffic Order# 41216 Printed: 07/31/2012 10:51 AM 2 of 3

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Salesperson Phone# 202-955-5348  
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--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.3 7/30  
SEE LN 55- MG FROM #9765958 LINE 18.  
1X TU-F,M 5-530P \$1000 NEWS. NEW TOTAL \$40600.  
PLS CF- CHRISTINA FOR ALEX  
\*\*\*\*\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*55	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	07/31-08/06	1	1	1	\$1,000.00	
Sales Remark: V3 *MG FROM #9765958 LN 18												
V3 Added												

---REPORT TOTALS---

Report Totals: 1 / \$1,000.00

---SALES MONTHLY TOTALS---

Aug 12: 55 / \$40,600.00  
Sales Totals: 55 / \$40,600.00  
Station Totals: 55 / \$40,600.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$213,684  
CABL 0% WKRC 19%  
EKRC 0% WLMW 54%  
UNKN 0% WSTR 0%  
WBQC 0% WXIX 9%  
WCPO 18%

Rep Order# 9765961 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 41216

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Flight Dates 07/24/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books null  
Demos RA35+



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1 of 3

Station	WKRC-TV CINCINNATI, OH	Agency	( ) CROSSROADS MEDIA LLC	Rep Firm	
Advertiser	( ) POLITICAL ISSUE GROU		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	( ) WASHINGTON
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	( ) ALEXANDRA BRADLEY
Estimate#	732	Agency C/P1/P2/E	12/11/732		
Buyer	Stephanie Maroney	Flight Dates	07/24/2012 - 08/06/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	202-955-5348
Fax#					

\*\*\*\*\* Contract Coversheet \*\*\*\*\*  
V.3 7/30  
SEE LN 55- MG FROM #9765958 LINE 18.  
1X TU-F,M 5-530P \$1000 NEWS. NEW TOTAL \$40600.  
PLS CF- CHRISTINA FOR ALEX  
\*\*\*\*\*  
\*\*\*\*\*

Spot Manager: All, 07/23/12-08/06/12

Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product	De-Estimate #	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 1

07/30/12	Monday	6:24:31 AM	:30	\$650.00 P-2	USPRTV1:6a Good Morn Cincinnati		(6:00:00 AM-6:30 Crossroads GPS	732		1	MWASI
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Line: 2

07/31/12	Tuesday	6:13:14 AM	:30	\$650.00 P-2	USPRTV1:6a Good Morn Cincinnati		(6:00:00 AM-6:30 Crossroads GPS	732		1	MWASI
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Line: 3

08/01/12	Wednesday	6:28:20 AM	:30	\$650.00 P-2	USPRTV1:6a Good Morn Cincinnati		(6:00:00 AM-6:30 Crossroads GPS	732		1	MWASI
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Line: 4

08/02/12	Thursday	6:04:11 AM	:30	\$650.00 P-2	USPRTV1:6a Good Morn Cincinnati		(6:00:00 AM-6:30 Crossroads GPS	732		1	MWASI
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Line: 5

08/03/12	Friday	6:05:26 AM	:30	\$650.00 P-2	USPRTV1:6a Good Morn Cincinnati		(6:00:00 AM-6:30 Crossroads GPS	732		1	MWASI
08/03/12	Friday	6:19:58 AM	:30	\$650.00 P-2	USPRTV1:6a Good Morn Cincinnati		(6:00:00 AM-6:30 Crossroads GPS	732		2	MWASI

Line: 7

07/30/12	Monday	7:58:54 AM	:30	\$350.00 P-2	USPRTV1:6a Good Morn Cincinnati		(7:00:00 AM-7:30 Crossroads GPS	732		1	MWASI
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Line: 8

07/31/12	Tuesday	7:29:25 AM	:30	\$350.00 P-2	USPRTV1:6a Good Morn Cincinnati		(7:00:00 AM-7:30 Crossroads GPS	732		1	MWASI
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Line: 9

08/01/12	Wednesday	7:28:55 AM	:30	\$350.00 P-2	USPRTV1:6a Good Morn Cincinnati		(7:00:00 AM-7:30 Crossroads GPS	732		1	MWASI
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Line: 10

08/02/12	Thursday	7:29:26 AM	:30	\$350.00 P-2	USPRTV1:6a Good Morn Cincinnati		(7:00:00 AM-7:30 Crossroads GPS	732		1	MWASI
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Line: 11

08/03/12	Friday	7:28:56 AM	:30	\$350.00 P-2	USPRTV1:6a Good Morn Cincinnati		(7:00:00 AM-7:30 Crossroads GPS	732		1	MWASI
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Line: 13

07/30/12	Monday	8:45:21 AM	:30	\$350.00 P-2	USPRTV1:6a Good Morn Cincinnati		(8:00:00 AM-8:30 Crossroads GPS	732		1	MWASI
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Line: 14

07/31/12	Tuesday	8:20:35 AM	:30	\$350.00 P-2	USPRTV1:6a Good Morn Cincinnati		(8:00:00 AM-8:30 Crossroads GPS	732		1	MWASI
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Line: 15

[Filtered by: ] [Sorted by: Station]

Spot Manager: All, 07/23/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 15

08/01/12	Wednesday	8:23:21 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning		(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI
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Line: 16

08/02/12	Thursday	8:19:15 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning		(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI
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Line: 17

08/03/12	Friday	8:23:15 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning		(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI
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Line: 19

07/30/12	Monday	3:59:10 PM	:30	\$350.00	P-2	USPRTV1: Let's Make a Deal		3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
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Line: 20

07/31/12	Tuesday	3:58:44 PM	:30	\$350.00	P-2	USPRTV1: Let's Make a Deal		3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
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Line: 21

08/01/12	Wednesday	3:59:23 PM	:30	\$350.00	P-2	USPRTV1: Let's Make a Deal		3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
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Line: 22

08/02/12	Thursday	3:58:32 PM	:30	\$350.00	P-2	USPRTV1: Let's Make a Deal		3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
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Line: 23

08/03/12	Friday	3:28:36 PM	:30	\$350.00	P-2	USPRTV1: Let's Make a Deal		3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
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Line: 25

07/30/12	Monday	6:23:35 PM	:30	\$1,000.00	P-2	USPRTV1: 5p Local 12 News at Five		(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
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Line: 26

07/31/12	Tuesday	5:12:52 PM	:30	\$1,000.00	P-2	USPRTV1: 5p Local 12 News at Five		(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
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Line: 27

08/01/12	Wednesday	5:27:01 PM	:30	\$1,000.00	P-2	USPRTV1: 5p Local 12 News at Five		(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
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Line: 28

08/02/12	Thursday	5:11:20 PM	:30	\$1,000.00	P-2	USPRTV1: 5p Local 12 News at Five		(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
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Line: 29

08/03/12	Friday	5:19:32 PM	:30	\$1,000.00	P-2	USPRTV1: 5p Local 12 News at Five		(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
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[Filtered by: ] [Sorted by: Station]

Spot Manager: All, 07/23/12-08/06/12

Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product	Estimate #	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 29

08/03/12	Friday	4:51:51 PM	:30	\$1,000.00	P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 PM	Crossroads GPS	732		2	MWASI
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Line: 31

07/30/12	Monday	6:28:10 PM	:30	\$1,200.00	P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM	Crossroads GPS	732		1	MWASI
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Line: 32

07/31/12	Tuesday	6:27:55 PM	:30	\$1,200.00	P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM	Crossroads GPS	732		1	MWASI
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Line: 33

08/01/12	Wednesday	6:07:40 PM	:30	\$1,200.00	P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM	Crossroads GPS	732		1	MWASI
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Line: 34

08/02/12	Thursday	6:28:16 PM	:30	\$1,200.00	P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM	Crossroads GPS	732		1	MWASI
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Line: 35

08/03/12	Friday	6:04:34 PM	:30	\$1,200.00	P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM	Crossroads GPS	732		1	MWASI
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Line: 37

07/30/12	Monday	7:13:18 PM	:30	\$850.00	P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM	Crossroads GPS	732		1	MWASI
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Line: 38

07/31/12	Tuesday	7:19:33 PM	:30	\$850.00	P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM	Crossroads GPS	732		1	MWASI
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Line: 39

08/01/12	Wednesday	7:26:00 PM	:30	\$850.00	P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM	Crossroads GPS	732		1	MWASI
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Line: 40

08/02/12	Thursday	7:04:56 PM	:30	\$850.00	P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM	Crossroads GPS	732		1	MWASI
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Line: 41

08/03/12	Friday	7:28:19 PM	:30	\$850.00	P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM	Crossroads GPS	732		1	MWASI
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Line: 43

07/30/12	Monday	11:28:09 PM	:30	\$1,400.00	P-3	USPRTV1:11p M-F Local 12 News	11:00 PM-11:35 PM	Crossroads GPS	732		1	MWASI
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Line: 44

07/31/12	Tuesday	11:30:40 PM	:30	\$1,400.00	P-3	USPRTV1:11p M-Su Local 12 News	11:00 PM-11:35 PM	Crossroads GPS	732		1	MWASI
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[Filtered by: ] [Sorted by: Station]

Spot Manager: All, 07/23/12-08/06/12 (08/02/12 4:25:23 PM)

REPORT

Spot Manager: All, 07/23/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product Desc	Estimate #	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 44

				\$1,400.00						1	
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Line: 45

08/01/12	Wednesday	11:12:35 PM	:30	\$1,400.00 P-3	USPRTV1:11p M-F Local 12 News 11	11:00 PM-11:35 FCrossroads GPS	732			1	MWASI
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Line: 46

08/02/12	Thursday	11:12:18 PM	:30	\$1,400.00 P-3	USPRTV1:11p M-F Local 12 News 11	11:00 PM-11:35 FCrossroads GPS	732			1	MWASI
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Line: 49

07/30/12	Monday	11:58:50 PM	:30	\$450.00 P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732			1	MWASI
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Line: 50

07/31/12	Tuesday	12:32:42 XM	:30	\$450.00 P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732			1	MWASI
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Line: 51

08/01/12	Wednesday	12:30:11 XM	:30	\$450.00 P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732			1	MWASI
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Line: 52

08/02/12	Thursday	11:59:00 PM	:30	\$450.00 P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732			1	MWASI
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Line: 53

08/03/12	Friday		:30	\$450.00 P-2	Letterman	11:35 PM-12:35 XCrossroads GPS	732			1	MWASI
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Line: 55

08/03/12	Friday	5:03:48 PM	:30	\$1,000.00 P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732			1	MWASI
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Line: 56

08/03/12	Friday	6:13:12 AM	:30	\$700.00 P-2	USPRTV1:6a Good Morn Cincinnati	6a-7a	732			1	MWASI
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Line: 57

08/03/12	Friday	9:16:40 AM	:30	\$350.00 P-2	USPRTV1:M-F 9a-10a	9a-10a	732			1	MWASI
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Line: 58

08/03/12	Friday	10:58:56 AM	:30	\$1,200.00 P-1	USPRTV1:The Price is Right	11a-12p	732			1	MWASI
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Line: 59

08/03/12	Friday	4:28:56 PM	:30	\$850.00 P-2	USPRTV1:4p Local 12 News at Four	4p-5p	732			1	MWASI
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[Filtered by: ] [Sorted by: Station]

Spot Manager: All, 07/23/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product Desc	Estimate #	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 60											
08/03/12	Friday	5:50:38 PM	:30	\$1,400.00	P-2	USPRTV1:5p Local 12 News at Five	(5:30:00 PM-6:00 PM-6:00	Crossroads GPS	732	1	MWASI
				\$1,400.00							

Line: 61											
08/03/12	Friday	12:14:58 PM	:30	\$1,400.00	P-1	USPRTV1:Local 12 News at Noon	12p-1230p	Crossroads GPS	732	1	MWASI
				\$1,400.00							

Line: 62											
08/03/12	Friday	5:35:50 AM	:30	\$450.00	P-2	USPRTV1:5a Good Morn Cincinnati	(5:30:00 AM-6:00 AM-6:00	Crossroads GPS	732	1	MWASI
				\$450.00							
				\$40,600.00							
				\$40,600.00							
				\$40,600.00							
				\$40,600.00							
				\$40,600.00							
				\$40,600.00							

[Filtered by: ] [Sorted by: Station]